

2024 Regular Session

SENATE RESOLUTION NO. 111

BY SENATOR BARROW

SPECIAL DAY/WEEK/MONTH. Designates Wednesday, May 15, 2024, as Coca-Cola Day at the Louisiana State Capitol.

A RESOLUTION

To designate Wednesday, May 15, 2024, as Coca-Cola Day at the Louisiana State Capitol.

WHEREAS, in 1906, Thomas Daigre founded the Baton Rouge Coca-Cola Bottling Company in a small building at the corner of Europe and St. Louis streets in downtown Baton Rouge, marking the inception of a legacy deeply rooted in Louisiana's history and culture; and

WHEREAS, from its humble beginnings serving the city of Baton Rouge with a one-horse wagon to becoming an integral part of the corporate Coca-Cola UNITED Bottling Company, the company has flourished, producing and marketing more than 650 products today; and

WHEREAS, Coca-Cola UNITED has proudly operated in Louisiana since 1902, with seven facilities across the state, including distribution warehouses and production centers, and employing more than 2,300 dedicated associates; and

WHEREAS, Coca-Cola UNITED is committed to a sustainable future for Louisiana, implementing innovative recycling practices to reduce environmental impact and ensure that beverage bottles and cans are collected, recycled, and repurposed into new packaging; and

WHEREAS, Coca-Cola UNITED has made substantial investments in *Keep Louisiana Beautiful* and the annual *Love the Boot Week* initiative, and partnering with

